



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

## Contract # 192663

**Schedule Dates** 09/24/12-09/30/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** KAINE FOR SENATE 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Beale, Rachael  
**Phone/Fax** /  
**CPE** KAINE/US SENATE/EST 11507 9/24-9/30  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** 9/24-9/30/12

**Date Entered** 08/01/12  
**Last Modified** 09/25/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$15,442.50  
**Net Total** \$87,507.50  
**Sales Tax**

## WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2012	53	\$102,950.00
<b>Grand Total:</b>	<b>53</b>	<b>\$102,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		2	2	2	2	2			10	\$1,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/1/12
2.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2	2	2	2	2			10	\$1,400.00	\$14,000.00	WJLA Arlington (WJLA)		8/2/12
3.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1				\$1,400.00		WJLA Arlington (WJLA)		8/2/12
3.0.1	Closed Preempt	09/24/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.2	Closed Preempt	09/25/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.3	Closed Preempt	09/26/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.4	Closed Preempt	09/27/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
3.0.5	Closed Preempt	09/28/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
4.0	Normal Line / SPOT	09/24/12-09/27/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P		1		1	1				3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		8/2/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P			1			1			2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		8/2/12
6.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	3:58P- ABC--KATIE COURIC		1		1		1				\$800.00		WJLA Arlington (WJLA)		8/2/12

## CONFIRMATION CONTRACT

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6.0.1	Closed Preempt	09/24/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
6.0.2	Closed Preempt	09/26/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
6.0.3	Closed Preempt	09/28/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
7.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1			1	\$350.00	\$350.00	WJLA Arlington (WJLA)		8/2/12
8.0	Normal Line / SPOT	09/25/12-09/27/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			1		1				2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		8/2/12
9.0	Normal Line / SPOT	09/25/12-09/27/12	4	:30	9A- LIVE!			1		1					\$350.00		WJLA Arlington (WJLA)		8/2/12
9.0.1	Closed Preempt	09/25/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
9.0.2	Closed Preempt	09/27/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
10.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1			\$250.00		WJLA Arlington (WJLA)		8/2/12
10.0.1	Closed Preempt	09/29/12															WJLA Arlington (WJLA)	No Avail/Exception -	
11.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	10A- RACHAEL RAY		1								\$250.00		WJLA Arlington (WJLA)		8/2/12
11.0.1	Closed Preempt	09/24/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	

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12.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	10:58A- ABC--THE VIEW						1				\$600.00		WJLA Arlington (WJLA)		8/2/12
12.0.1	Closed Preempt	09/28/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
13.0	Normal Line / SPOT	09/26/12-09/26/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1						\$400.00		WJLA Arlington (WJLA)		8/2/12
13.0.1	Closed Preempt	09/26/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
14.0	Normal Line / SPOT	09/27/12-09/27/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)					1					\$300.00		WJLA Arlington (WJLA)		8/2/12
14.0.1	Closed Preempt	09/27/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
15.0	Normal Line / SPOT	09/25/12-09/25/12	4	:30	3P- ANDERSON COOPER SHOW			1							\$400.00		WJLA Arlington (WJLA)		8/2/12
15.0.1	Closed Preempt	09/25/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
16.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6P- ABC--ABC WORLD NEWS TONIGHT								1		\$1,000.00		WJLA Arlington (WJLA)		8/2/12
16.0.1	Closed Preempt	09/30/12															WJLA Arlington (WJLA)	No Avail/Exception -	
17.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/2/12

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18.0	Normal Line / SPOT	09/25/12-09/27/12	3	:30	6:58P- WHEEL OF FORTUNE			1	1	1				3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		8/2/12
19.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	7:27P- JEOPARDY		1		1		1			3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		8/2/12
20.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	7:57P- ABC--DANCING WITH THE STARS		1							1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/2/12
21.0	Normal Line / SPOT	09/25/12-09/25/12	4	:30	10P- ABC--PRIVATE PRACTICE			1							\$4,000.00		WJLA Arlington (WJLA)		8/2/12
21.0.1	Closed Preempt	09/25/12															WJLA Arlington (WJLA)	No Avail/Exception -	
22.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	8P- ABC--ONCE UPON A TIME								1	1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/2/12
23.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/2/12
24.0	Normal Line / SPOT	09/27/12-09/27/12	4	:30	11:35P- ABC--ABC NIGHTLINE					1				1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/2/12
25.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/2/12
26.0	M/G For 3.0.1,3.0.2,3.0.3,3.0.4,3.0.5 / SPOT	09/26/12-09/28/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/25/12
27.0	M/G For 6.0.1,6.0.2,6.0.3 / SPOT	09/26/12-09/28/12	4	:30	3:58P- ABC--KATIE COURIC				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		9/25/12

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28.0	M/G For 9.0.1,9.0.2 / SPOT	09/26/12-09/27/12	4	:30	9A- LIVE!				1	1				2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		9/25/12
29.0	M/G For 12.0.1 / SPOT	09/28/12-09/28/12	4	:30	10:58A- ABC--THE VIEW						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/21/12
30.0	M/G For 13.0.1 / SPOT	09/26/12-09/26/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1					1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/21/12
31.0	M/G For 15.0.1 / SPOT	09/26/12-09/26/12	4	:30	3:01P- ANDERSON COOPER SHOW				1					1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/25/12

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